



Part of the Division of Arts and Museums within the Department of Community and Culture

Office of Museum Services Newsletter

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Greetings from the Director

By Dan Burke, OMS Director

The OMS staff and board wish you Happy Holidays

Museum Day at the Capitol 2009

The Utah Office of Museum Services and the Utah Museums Association are sponsoring the eighth annual *Utah Museums Day*, a celebration of Utah museums. The event will be held at the State

Capitol on Tuesday, February 3rd during the 2009 Legislative session. Museums are invited to set up exhibits to showcase the

variety and depth of Utah's collections. *Museum Day* also provides an opportunity for museum personnel to meet with their legislators and explain the significant contributions museums make to Utah's economy, education, and tourism industry and to thank them for their continued support.

Last year 37 museums took part in "Museum Day" by setting up exhibits in the new Capitol Rotunda and talking to their legislators. We look forward to an exciting and informative event this coming year.



Museum Day at the Capitol 2008



Under the Rotunda

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Certifying Utah's Museums

The 2008 state Legislature enacted a bill that requires the Utah Office of Museum Services to establish a program creating a *Certified Utah Museum* designation. Each Utah museum will be required to complete a simple form indicating it complies with a set of basic requirements that define a museum, and to return the form to OMS. Nonprofit museums must include a copy of a letter from the Department of the Treasury confirming that the museum is incorporated as a nonprofit organization and has been assigned an Employer Identification Number. A museum that is governed by a parent organization or government entity is required to submit a letter to the Utah Office of Museum Services providing an Employer Identification Number and stating that the museum is a political subdivision. Upon receipt of the completed Certified Utah Museum form and additional required materials, the Utah Office of Museum Services will provide the museum with a letter of certification.

Requirements for certification are that the museum:

- is located in Utah.
- is a nonprofit organization that has tax-exempt status (501(c)(3) with the Internal Revenue Service or is operated by a government entity.
- is organized on a permanent basis for educational purposes.
- has as a primary purpose, the display or use of collections and exhibits. An institution must exhibit objects to the public through facilities it owns or operates.
- has at least one paid or unpaid staff member or the equivalent, whose primary duty is the care, acquisition, or exhibition to the public of objects owned or used by the museum.

OMS will send the forms and additional information regarding this program to all Utah Museums in early 2009. Forms will also be available on the OMS website. Starting in 2009, museums will have to have *Certified Utah Museum* status to apply for OMS grants.

The *Certified Utah Museum* designation should NOT be confused with the *Performance Goals Certification*. The Performance Goals Certification involves a self study to confirm that the museum performs on a professional level, and often requires the museum to improve its practices to reach that level. This program is more fully described in the last Newsletter (August 2008) which can be found on our website.

Guide to Online Resources

Do you have Questions about collections care and conservation? The Institute for Museum and Library Services (IMLS) offers a Guide to Online Resources <http://www.imls.gov/collections/resources/index.htm>. There are six sections:

- Manage a Collection
- Manage the Collection's Environment
- Care of Collections
- Prepare for and Respond to Emergencies
- Increase Support for Collection's Care
- Learn More about Collections Care

The Guide contains links to the most trusted collections' care resources on the Web. Use it to find answers to common conservation and collections management questions. It serves as a companion to the IMLS Connecting to Collections Bookshelf.

The IMLS Bookshelf is an incredible resource that every museum should acquire! Its Easy! Learn how to do it on the next page.

Utah Museums Receive the IMLS Connecting to Collections Bookshelf

Washington, DC—Dr. Anne-Imelda Radice, Director of the Institute of Museum and Library Services (IMLS), announced in August that 776 museums, libraries, and archives, representing every state, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam have been selected to receive the IMLS Connecting to Collections Bookshelf. The contents of the bookshelf were selected by a blue ribbon panel of conservation experts; it includes an essential set of books, online resources, and a user's guide that can profoundly affect the ability of small libraries and museums to care for their collections.



In this second round of competition, the following Utah Museums received the collection: Iron Mission State Park in Cedar City; Dan O'Laurie Museum of Moab in Moab; Orem Heritage Museum at SCERA in Orem; Alf Engen Ski Museum in Park City; College of Eastern Utah Prehistoric Museum in Price; Girl Scouts of Utah Heritage Museum in Salt Lake City; St. George Art Museum in St. George; Benson Grist Mill in Stansbury Park; Taylorsville Bennion Heritage Center in Taylorsville; Daughters of Utah Pioneers Museum in Tooele.

In the first round of competition last spring, several other museums in Utah received the IMLS bookshelf. They include the Topaz Museum in Delta; the Fort Douglas Museum in Salt Lake City; the Western Mining and Railroad Museum in Helper; the Treehouse Children's Museum in Ogden; the Park City Historical Society and Museum in Park City; Fremont Indian State Park and Museum in Sevier; and the Springville Museum of Art in Springville.

IMLS Bookshelf: a Third Round is Announced

IMLS will offer a third round of competition to distribute an additional 1000 Connecting to Collections Bookshelves. Applications can be submitted to AASLH between January 5, 2009, and March 9, 2009 at www.aaslh.org/Bookshelf.

The IMLS Bookshelf focuses on collections typically found in art or history museums and in libraries' special collections, with an added selection of texts for living collections. It addresses topics including the philosophy and ethics of collecting, collections management and planning, emergency preparedness, and culturally specific conservation issues. Among the publications selected were *The National Trust Manual of Housekeeping* (published by the British National Trust in 2005), the *Field Guide to Emergency Response* (published by Heritage Preservation in 2006), and *Essentials of Conservation Biology* (published by Primack in 2006).

Priority will be given to smaller institutions, but large museums and large libraries with special collections are also eligible to apply. Eligible institutions must be not-for-profit, cannot be federally funded, and must have a collection in need of help.



Examples of the Books in the IMLS Bookshelf

DUNS Numbers

OMS has begun asking grant applicants for a Dun and Bradstreet (DUNS) number. The DUNS number is used in tracing the number, volume, and types of businesses and non-profit organizations in any given area. The number is free and can be used as an important advocacy tool for museums and other cultural and arts organizations. It is being used by the Division of Arts and Museums to track and support museum and artistic endeavors throughout the state. The DUNS number is required of all institutions doing business with the federal government or applying for federal grants.

We will put a page on our website to help you get your DUNS number if you don't already have it. Go to our website <http://museums.utah.gov> and look under services. The number is available through the federal government at <http://fedgov.dnb.com/webform/displayHomePage.do>.

OMS Awards Scholarships to the UMA Conference

OMS provided scholarships to 36 recipients from 23 museums to attend the Utah Museums Association (UMA) 2008 Conference held in Layton on October 20-22. The scholarships covered conference registration, mileage, motel, and conference meals (banquet and business meeting). Scholarships were available for museums with a budget under \$100,000 per year. Preference was given to people who have never attended a UMA conference, and funding was provided for up to two people from each museum. Repeat attendees may receive a scholarship once every three years.

The annual UMA conference is an ideal place to meet other museum personnel (some of whom are your neighbors), learn from the informative sessions, ask those questions that have been bothering you, inspect vendors' materials, and while you are at it, have a good time. It is also a good place to meet OMS staff if you haven't yet.

Margot Wallace, author of *Museum Branding: How to create and maintain image, loyalty, and support*, delivered the keynote address at the Conference. Matt Basso of the American West Center at the University of Utah gave a talk on *Fresh Perspectives on Old Stories: New Approaches to the History of the American West*. PowerPoint presentations from several of the sessions are now available from the UMA website utahmuseums.org. in case you missed the meetings or just missed those sessions (or want a reminder of what you saw and heard).



Pam Miller, OMS board member, talks to UMA attendees at the Small Museum Forum session.

The 2009 UMA conference will be held in Green River, Utah Oct 21-13. Write it on your calendar and plan to attend. Information will be available at the UMA website utahmuseums.org.



The Heritage Museum of Layton hosted a reception where conference attendees could talk and network while enjoying the exhibitions and good food. We extend our thanks to Bill Sanders for being a great host.



The John Wesley Powell River History Museum (shown above) and the city of Green River will host the 2009 UMA conference.

NowPlayingUtah.com: Marketing Help for Utah's Museums

Need to market your museum? Check out [NowPlayingUtah.com](#). Heidi Falk, director, explains how you can use this new resource:

[NowPlayingUtah.com](#) is Utah's largest comprehensive guide to all arts and cultural events happening throughout the state. After only six months of being in existence, [NowPlayingUtah.com](#) receives over 21,000 visits each month - just over 750 visits each day. We want to be sure your events are getting in front of these locals and visitors so that we can increase your visibility and get more people in your doors!

Anyone can submit events on [NowPlayingUtah.com](#) - there is no cost and no membership is required. Read on to learn how to submit your events:

1) First check the site to see if your organization is already listed

- Go to http://www.nowplayingutah.com/advanced_search and type your organization name in the first box
- If nothing pulls up in the search results, we do not currently have your organization on the site. Now you can submit your organization information in the online submission form at <http://www.nowplayingutah.com/submit/org>.
- If your organization does pull up, click on the link to see what information we have listed. If you have additions or changes to the information we have, please email those changes to utahinfo@bedynamic.com.

2) Submit your events in one of two ways

- The first is via the online event submission form at <http://www.nowplayingutah.com/submit/event>. However, this process can take some time and if you have more than one event to submit, we recommend using the option below.
- You can also email all events information to utahinfo@bedynamic.com. BeDynamic manages content for [NowPlayingUtah.com](#) and will enter your events in the database to be posted to [NowPlayingUtah.com](#).
- Please note: Events are posted every two weeks, so we recommend submitting at least one month in advance.

3) Photographs

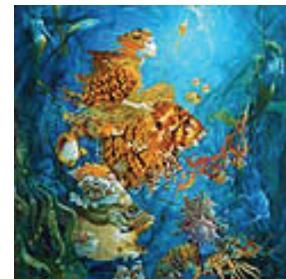
- Each listing can include up to 6 images and we highly encourage everyone to include images in your listings.
- If using the online submission form for your events, you can upload the images from your computer.
- If you are emailing your events information, you can attach images for BeDynamic to add to your listings.
- Once your events are posted to [NowPlayingUtah.com](#), there are a number of ways to get additional exposure, such as being featured in weekly email blasts (over 1,700 recipients), as well as advertising online. Contact Heidi Falk if you have questions or if you need more information at any time. She can be reached Mon-Fri, 8am-5pm, at 801.534.4961 or support@nowplayingutah.com.



The Kimball Art Center in Park City is advertising the *MaryAnn Webster* exhibit



The BYU Museum of Art is showcasing its new exhibit *American Dreams: Selected Works from the Museum's Permanent Collection of American Art* on [NowPlayingUtah.com](#)



The Springville Museum of Art is marketing *Art Donated by Blaine and Louise Clyde*

Cultural Heritage Tourism

Museums play an important role in promoting cultural heritage tourism. Combined with other heritage tourism sites and activities, they can entice tourists to visit your town. Developing your town as a cultural heritage magnet for tourists is a good way to help the town's budget as well as its quality of life.

Tourism is Big Business in Utah!

- 20.2 million non-resident tourists come to Utah each year.
- Travel and tourism related industries employ an estimated 113,000 Utahns.
- Spending by travelers and tourists totals over \$6 billion each year.
- Visitors generate \$617 million in state and local tax revenues—approximately \$708 per Utah household—per year.

(2007 Statistics, Office of Tourism's 2008 Economic Report to the Governor)

Cultural heritage tourism means traveling to experience the places and activities that authentically represent the stories and the people of the past and present. It includes irreplaceable historic, cultural and natural resources.

National Trust for Historic Preservation

Why Should You Care?

- Cultural tourism is a tool for community revitalization and economic development, and helps preserve your community's quality of life.
- Cultural heritage travelers recognize and celebrate a region, county, city, or neighborhood's unique story. They want to learn about what makes your community special.
- By preserving your historic and cultural structures and sites, you will tell the story of your past while enriching your future.
- By celebrating the various ethnic cultures in your community, you create a sense of place and foster community pride.

What Makes Your Community Unique?

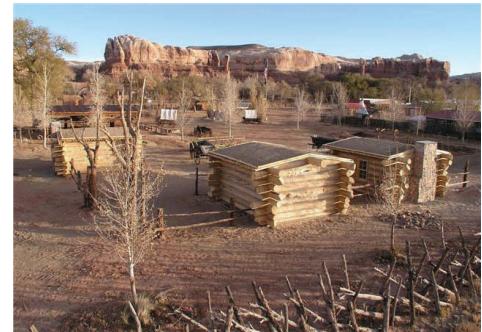
Travelers want to experience your local heritage, cultural identity, native landscapes, and way of life. Components of cultural heritage tourism include local products, foods, experiences, sites, and lodging. Utah's Heritage Areas are partnerships consisting of communities, businesses, and individuals that have come together to grow their local economy. They have developed authentic heritage destinations. These areas found their market niche and showcase their local heritage and culture.



Topaz Museum preserves a barrack from the Topaz Internment Camp
National Historic Landmark



The Spring City DUP Museum and old City Hall is located in the Mormon Pioneer Heritage Area



Replica cabins at the Bluff Fort, located on the Trail of the Ancients National Scenic Byway

Where Do You Start?

- Create a local team
- Inventory local cultural resources
- Develop a profile and theme
- Market local experiences and products

Tools and Resources

With the right tools, local communities can derive the economic benefit of cultural resources. The Cultural Heritage Council (CHC) promotes and assists in the development of local cultural and heritage infrastructure and strategic partnerships. CHC is an interdisciplinary committee, facilitated by the Utah Departments of Community and Culture and Economic Development and their divisions. CHC promotes and assists in the development of local cultural and heritage infrastructure and strategic partnerships.

The CHC Council includes representatives from:

- Arts and Museums
- Economic Development
- Ethnic Affairs
- Housing and Community Development
- Indian Affairs
- Rural Development
- Scenic Byways
- State History
- State Library
- Tourism

To view the financial and technical resources available through DCC's divisions and partners, visit: culturalheritage.utah.gov/programassistance.html. For the online toolkit used to develop, manage, and protect heritage resources, visit: history.utah.gov/heritage_tourism_toolkit/index.html.



Mondays in the Park are held on the porch of The Chase Home Museum of Utah Folk Arts

The most important and successful strategy to improve rural economies is the development of heritage tourism.

The [Utah] Governor's 2005 Rural Partnership Board



Historic Re-enactment at Golden Spike National Monument, located in the Bear River Heritage Area



Anasazi State Park Museum lies along National Scenic Byway 12



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New IRS form 990 for tax exempt organizations

Tax-exempt organizations, including all 501(c)(3)s, must file an annual information return (Form 990, 990 EZ or 990 N) with the Internal Revenue Service each year in order to maintain their tax exempt status. The form and instructions have been redesigned for the 2008 fiscal year (to be filed in 2009). Parts I-IX on the form must be completed by all filing organizations, and require reporting on the organization's exempt and other activities, finances, governance, compliance with certain federal tax filings and requirements and compensation paid to certain persons. Additional schedules are required to be completed depending upon the activities and type of the organization.

The entire completed form 990 filed with the IRS, except for certain contributor information, is required to be made available to the public by IRS and the filing organization.

The form to be filed depends on the organization's gross receipts and total assets. For 2008, form 990 must be filled out by organizations with annual gross receipts greater than or equal to \$1,000,000 or total assets greater than or equal to \$2,500,000. Form 990- EZ must be filled out by organizations with annual gross receipts less than \$1,000,000 and total assets less than \$2,500,000. Form 990 N must be filled out by organizations with gross receipts normally less than \$25,000. The determining receipt and asset amounts will lower for 2009 and 2010 fiscal years, allowing smaller organizations transitional relief and time to become familiar with the new forms.

Full information can be found on the IRS website. Forms and instructions are found at <http://www.irs.gov/charities/article/0,,id=185561,00.html>. A brief summary of changes is presented on the Utah Arts Council web site arts.utah.gov/funding/index.html.